

# PLAIN TALKS

EASTERN TEXAS ELECTRIC CO.—GULF STATES UTILITIES CO.  
WESTERN PUBLIC SERVICE CO.



SEPT.

1928



# THE COVER

posed by

Mrs. J. M. DeBouy  
(Commercial Department)

and

R. Marcus Andrews  
(District Representative)

Photographed  
by

BERNARD WAY

September. Folks in company circles are talking—and selling — “Sixties.” The big employes’ drive to sell the public better illumination by persuading them to purchase 60-watt lamps in cartons of six on convenient terms is being repeated this year.



# SELL "SIXTIES" IS THE SEPTEMBER SLOGAN

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**F**ILLED WITH PEP and determination to win, employees of Gulf States Utilities Company, Eastern Texas Electric Company, and Western Public Service Company set out September 1 to sell "sixties" as they have never been sold before.

Armed with order blanks and knowledge of the benefits of better illumination, they tackled the job of "bustin' the Bogie" of 41,000 lamps.

At the half-way mark they were well on their way to the goal, having sold a total of 20,050 Edison and Westinghouse 60-watt Mazdas.

Interest was added to the final two weeks of the drive by generous offers made by the Westinghouse and General Electric companies. These manufacturers each offered a grand prize of \$25.00, to go to the seller of the most Edison and Westinghouse Mazdas during the final two weeks of the campaign.

These prizes were in addition to the prizes of \$15.00, \$10.00 and \$5.00 offered winners of each team by the company.

At the half-way mark the Exporters (Gulf States Utilities Company, Beaumont) were leading the league with the Highliners slightly behind in second place. The Pilots (Eastern Texas Electric Company) were next in line with the Refiners (Port Arthur, Gulf States Utilities Company) in the cellar.

However, as the last two weeks tell the tale, any standings quoted here would be far out of date by the time this issue gets off the press. Besides the story of progress of the campaign is being made available through "The Sixty Signal," published each week in connection with the sale.

This much can be said, however. Those ambitious, hustling employees,

who are participating in the campaign, are again cashing in on their efforts. The commissions of 26 cents per carton are piling up. Everyone taking part is profiting in proportion to the whole-heartedness of his participation.

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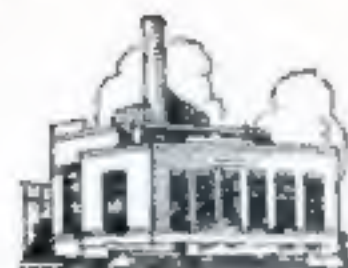
## A GOOD AD

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Our product, the Beaumont Building Material Company, and, incidentally, the City of Beaumont received some very valuable publicity recently on the cover of the Building Supply News. The company is most progressive and readily appreciates the value of floodlighting. Its recently completed, new offices are model in every respect.







# BABSON TALKS ON PUBLIC UTILITIES

When an impartial and expert judge of business and business conditions such as Roger W. Babson talks, to listen is to profit. Babson's name, if not a household word, is certainly a business-household word. He is a straightforward thinker and an unbiased observer who deals in facts and figures.

Roger Babson recently "talked" in the newspapers on public utilities. What he had to say is of interest to everyone engaged in this business of serving the public. We are printing here the text of his article, omitting only two paragraphs dealing with problems of the gas industry which were of minor importance from the electric utility angle.

"Public utilities will continue to prosper so long as the majority of those in charge of management are animated by high ideals and a conscientious determination to serve the public interest. While, without question, every industry prospers only as it serves, this is particularly true of the utilities because they are directly and constantly in contact with the people. Consequently the people are better able to judge them. Considering the generally high moral calibre of most leaders of the utility industry I can not conceive of them making the same mistake the railroads made thirty years ago.

"By ignoring the public interest in earlier days the rail brought on an epidemic of hostile legislation which crippled them for a long period following. Only recently have the railroads won back the confidence of the public; and this has been accomplished through earnest and sincere efforts to deal fairly and to improve service.

"Progress of the public utilities since the war is an outstanding achievement. At the end of 1927 there were over 21,000,000 users of electric light and power, whereas before the war there were only 3,800,000. The gross income of these companies was more than \$1,700,000,000 last year. Total investment in the electric light and power business today is in excess of \$8,000,000,000. Plans for financing

this year are over \$900,000,000 more for new facilities; 56 per cent of this new money will go for distribution equipment and 44 per cent for generating facilities, indicating clearly that the problem receiving greatest effort today is that of selling the service to the public.

"This distribution problem is most important because the percentage of increase last year in electric power generated while satisfactory, showed the smallest per cent gain since 1924. The power companies realize that they must increase the average consumer's use of electric service from the present level of \$2.50 a month to a larger amount. Probably no other industry has a better sales argument. Electricity is virtually the only thing that is lower today than it was before the war. Moreover, it is taking the place of domestic servants and allowing those who never could afford servants to have more leisure.

"Imagine for example, trying to hire a domestic servant for 16 per cent less wages today than in 1913. It can not be done! And yet the cost of operating electric servants in the form of vacuum cleaners, electric dish washers, washing machines and other household labor-saving devices, is actually 16 per cent less than it was in pre-war times. This reduction in power and light rates has been accomplished in the face of increasing cost of everything else. Huge production and distribution and increased efficiency has made this possible.

"One criticism often levelled at the public utilities, particularly the large holding companies is that it is over-capitalized in comparison with earning power. Undoubtedly there have been instances where unscrupulous promoters have foisted upon the investing public securities of grossly over-capitalized utilities. Such instances, however, are relatively few. Many people fail to understand the peculiar necessities in connection with public utility financing. These companies must build not only for the next year, or the year after, but for twenty-five to fifty years ahead.

"Large outlays must be made for the acquisition of water power, land and franchises, which may not be translated into actual earnings for a number of years to come. Furthermore, very heavy capital expenditures for construction of dams, sta-

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## Mrs. DeBouy Is Elected Chairman

Mrs. Reubena DeBouy, of the Commercial Department, was elected chairman and Miss Doeia Moore, of the Billing Department, was chosen secretary at the regular monthly meeting of the Women's Committee, August 30. They succeed Mrs. Sibyl Duke, who filled the unexpired term of Miss Hazel Richardson, and Miss Alice McMaster, respectively.

Mrs. Duke and Miss McMaster have been able officers and their work with the committee has helped it reach a higher level.

The program was shorter than usual, as officers for the next six months were elected. The outstanding feature of the afternoon being a talk made by Mr. J. T. Reidy, of the Claim Department, regarding claims, which was enjoyed very much by the committee.

Refreshments of ice cream were passed around at the close of the meeting.

## MR. HOLTZCLAW'S MOTHER DIES

Mrs. Evelyn Holtzelaw, mother of J. G. Holtzelaw, died August 14 at her home in Perry, Georgia. She had been in poor health for many years. Informed by wire that his mother had become seriously ill, Mr. Holtzelaw left immediately for Perry. The sympathy of his many friends was his in his loss.

Though the individual manner of applying may vary, initiative and the aggressive spirit are the first essentials to successful selling.

## Heads Women



Miss Jane Scherer has been appointed State Chairman of the Women's Committee of the Southwestern Geographical Division of the National Electric Light Association, succeeding Mrs.

Florence Lowe, of the Texas Power and Light Company, Dallas, who is now Vice-Chairman of the Women's Committee of the S. W. G. D. of the National Electric Light Association.

Miss Scherer entered the employ of the Eastern Texas Electric Company during the early part of 1922. Three years later she was promoted to the position of Head Stenographer and Secretary to the Manager.

In 1925, she won the affirmative side of a debate entitled, "Resolved that Women in Public Utilities are More Effective Than are Men," at the Convention of the S. W. G. D. of the N. E. L. A. held in Hot Springs, Arkansas. This was the first contest the members of the Women's Committee of our companies participated in, and we were justly proud of one of our members being the big winner.

Miss Scherer has just returned from a committee meeting of the State Chairmen of the Southwestern Geographical Division of the N. E. L. A. and is very enthusiastic over plans of the work with the Texas Committees during the coming year.

Her appointment is a just recognition of her fine work in women's affairs for several years past.





## WHY OPERATORS GROW GRAY

This little Royal street car was proceeding on its way, minding its own business, when a huge truck loaded with gravel and traveling fast "chased" it up a side street and bumped its bow. Operator and passengers were shaken but escaped injury. Had they been riding in any other vehicle they probably would have been injured or killed. Now in this day of erratic drivers we say, "street cars are safe."

## LIBERTY

The oil boom is coming along good here. People are getting little checks for fifty and seventy-five thousand dollars for real estate and they sure know how to spend it. They are buying electric ranges and G. E. Refrigerator and that doesn't make us mad. We received an order for three G. E.'s from one fellow.

Mr. J. W. Brady is the proud possessor of a W. H. Electric Range. We are all going to see him at meal time some day. I know he will be glad to see us, won't you, Mr. Brady.

Mr. Duke, cashier, has purchased a new range and a G. E. Refrigerator and moved them into his new home.

W. L. Coody, trouble shooter, has returned from a two weeks' vacation which he spent in Louisiana. We hope he had a good time.

John B. Long, clerk, was married to Miss Dema Simmons of Liberty. Miss Simmons "was" the daughter of V. E. Simmons, county clerk, of this city. The employees gave them a waffle iron, a Toastmaster toaster, a set of golden glow cups and saucers, and waffle service set. We wish them many years of happiness.

All members of the Ice Department are getting along fine except they sure are cold.

We have a new steno, Miss Lee, from

Beaumont. We are glad to have her with us and we can keep her, if she doesn't get the blues for the bright lights.

The line crew has been doing quite a bit of construction work lately. They have just completed a line from Daisetta to Raywood. We expect to get more revenue.

Mr. G. A. Peglar, District Representative, sure put the fan sales over big. He is trying to keep the people of Liberty and Dayton cool.

## JASPER

Work has been going on much as usual here, excepting a few changes, due to vacations.

M. C. Street, engineer's helper, has returned from Beaumont, Houston and Galveston, where he spent part of his vacation.

J. M. Neal, night engineer, spent his vacation with friends and relatives at Madisonville. He was relieved by C. G. Cates, electrician's helper.

E. E. Matthews, chief electrician, vacationed in Louisiana with friends and relatives.

Speaking of the G. E. Refrigerator drive, we have sold fifteen this season, thus far. Not so bad considering the size of the town. We have only about 400 customers connected to our lines here.

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## GRAYBAR OPENS A BEAUMONT BRANCH

**H**ERE'S the new Graybar warehouse, folks, and to the right you will recognize Mr. John O'Neill, sales manager of the Beaumont territory. Many officials of Graybar came to Beaumont on September 7 for the official opening and housewarming of the new branch. The company's many friends, following the opening, were Graybar's guests at a dinner and dance at LaSalle Hotel. The new warehouse is modern in every respect and was established in Beaumont better to serve customers in this territory, a move in line with Graybar's policy of service.



### HONOR ROLL

Trainmen who have not had a chargeable accident for a period of twelve months or longer, including August:

Seventy-nine months, T. A. Cosper; 76 months, H. E. Davis; 74 months, W. Hughes; 63 months, H. H. Goza; 58 months, A. Christopher; 42 months, S. Arceneaux; 40 months, C. A. McBride, E. Samford; 36 months, D. E. Cosper; 33 months, E. R. Frost, L. P. Bodin; 32 months, G. W. Stevenson; 29 months, R. M. Beasley; 28 months, L. Tucker; 27 months, J. Bagley; 24 months, G. A. Smith; 22 months, L. Lacouture; 21 months,

W. H. Ahrendt, R. L. Kendrick; 19 months, R. L. Claiborne; 17 months, I. H. Ferguson, J. D. Lloyd; 16 months, I. B. Johnson; 14 months, W. O. Fedd; 13 months, A. W. Cox, S. W. Van Norman.

### MR. HOLTZCLAW ON TRIP

Leaving Beaumont September 11, Vice-President Holtzelaw attended a meeting of the national executive committee of the National Electric Light Association at Chicago, going from there to Boston. He planned to return to Beaumont by way of Cleveland where the annual convention of the American Electric Railway Association is being held.





## Why I Like Business

I like business because it is competitive. Business keeps books. The books are the score cards. Profit is the measure of accomplishment, not the ideal measure, but the most practical that can be devised.

I like business because it compels earnestness. Amateurs and diletantes are shoved out. Once in you must fight for survival or be carried to the sidelines.

I like business because it requires courage. Cowards do not get to first base.

I like business because it demands, faith. Faith in human nature, faith in one's self, faith in one's customers, faith in one's employes.

I like business because it is the essence of life. Dreams are good, poetical fancies are good, but bread must be baked today, trains must move today, bills must be collected today, payrolls met today. Business feeds, clothes and houses man.

I like business because it rewards deeds and not words.

I like business because it does not neglect today's task while it is thinking about tomorrow.

I like business because it undertakes to please, not to reform.

I like business because it is orderly.

I like business because it is bold in enterprise.

I like business because it is promptly penalized for its mistakes, shiftlessness, and inefficiency.

I like business because its philosophy works.

I like business because each day is a fresh adventure.

—The "Copperweld" Magazine.

Mary Haynes, Alice McMaster and Robert Haynes have returned from a week's vacation spent at High Island and, from all reports, the beach life certainly agreed with them. Alice put on six additional pounds during the week and heartily recommends the sea-side for what ails you. Week-end visitors from our company were Bradley McMaster, Fleta Bell Denton, Elsie Murray, Tommie Comerford, Clarence Barron and Hilly Caswell.

### PORT ARTHUR

The Port Arthur Sales Department has been breaking all records for gross sales

the last two months, July sales exceeding any past month in the history of the Division. To prove that it was not an accident, the Sales Department came right back in August and topped the July figure by more than \$500. Considering the crowded condition and poor facilities which the Sales Department has here, we feel that they should be complimented for selling approximately \$12,000 worth of merchandise in the last two months.

A 53 h.p. Hercules gasoline engine has been installed in our ice plant here. This engine will be used to drive an air compressor if a total failure of electrical power occurs.

The Engineering Department is drawing plans for transformer vaults for the Vauhan and Goodhue Hotels and the Thomas Jefferson Junior High School. Each vault will be equipped with most modern and up-to-date electrical equipment.

A rural extension was made last month on which we gave service to about thirty-five customers.

The Production Department has organized a class to take a N. E. L. A. course in practical electricity. Sixteen employes from the power station and ice plant and several men from Service and Engineering Departments have enrolled. Classes will be held at the power station office beginning September 17 and once each week thereafter until the course is completed.

John Edgar, chief ice plant operator, and Miss Lillian DeBlanc were married August 11.

C. C. Jordan and L. E. South have been employed in the meter department to fill the vacancies caused by the transfer of G. A. Johnson to the Sales Department and the leave of absence of J. E. Bardwell who is taking a course in electrical engineering at Louisiana State University.

Kenneth Longman of the accounting department was married to Miss Estelle Fletcher of Jennings, La., on July 23.

Miss Diamond Latham of the Accounting Department left September 15, to attend C. I. A. at Denton, Texas.





## Launch Class In Practical Electricity

SOME forty employes of various departments enrolled for the National Electric Light Association course in Practical Electricity at an organization meeting held at the Distribution Building, Beaumont, the evening of September 18, according to W. Alvord Sherman, Jr., educational director. Classes will actually get underway early in October, according to present plans.

The course will include ten lessons dealing with the essential principles of the following subjects:

1. Magnetism.
2. Electric Circuits.
3. Batteries and D. C. Generators.
4. D. C. Motors.
5. A. C. Generators and Principles.
6. A. C. Motors.
7. Transformers.
8. Indicating and Measuring Instruments.
9. Measuring of Power.
10. Watt-hour Meters.

The course will be conducted as a combination discussion and laboratory group; each meeting under the personal supervision of an Operation Department head.

At the conclusion of the ten lessons there will be two meetings of the group to discuss the relationship of the material covered in this course to the function of the company as a whole. Employes must attend these two meetings in order to get credit for the course.

Lecturer—"I calculate that the end of the world will come in 217 million years."

Listener—"How many did you say?"

Lecturer—"217 million—"

Listener—"Oh! I had such a scare. I thought you said 117 millions."

## DUBORG GOES TO NEBRASKA

The world moves and so do many of its inhabitants and it was with regret that we bid a hasty farewell, until we meet again, to George Duborg a few weeks ago.

Mr. Duborg, who had been with us but little more than a year, is now located at Chadron, Nebraska, as a district superintendent of Western Public Service Company, Northern Division.

Mr. Duborg came to us from the Personnel Department, Boston, and was, until a few weeks before his transfer to Nebraska, assistant to Mr. Holtzclaw and Mr. Fitz. He was serving as Distribution Engineer when the transfer to Chadron came.

Mrs. Duborg, with Barbara, their daughter, had gone to Reno for a visit with the home folks only a short time before and, to the disappointment of their many friends, will not return to Beaumont, but will join George in Chadron.

## PLAIN TALKS

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K. E. Sutton, Editor

Associate Editors

Bradley McMaster

Jack Gammage, Art Editor

Published monthly, by and for Employes of Eastern Texas Electric Co., Gulf States Utilities Co., and Western Public Service Co., as a medium for a better appreciation of our responsibilities to each other and the public.

Vol. VII

No. 7





# ? *HOW'S YOUR* **HEALTH** BY D. R. W. F. THOMSON

## COMMON COLDS AND INFLUENZA

**Steam heated office, piping hot,  
That's how I caught this cold I've  
got.**

The only way to treat a cold is kindly  
but firmly.

Don't kiss your wife—any wife—if she  
has a cold.

**There's this to be said  
Of a cold in your head;  
Just take it to church  
If you want it to spread.**

"Flu" epidemics are never started by  
fresh air cranks.

Oh, Lord, we trust no Autumn gust will  
bring us influenza.

**The influenzal days have come,  
The saddest of the season;  
We sit and sip hot lemonade  
And spend our time a sneezin'.**

The chief characteristic of a cold cure  
is that it doesn't.

To cure a bad cold, select at random any  
recommended remedy and use it five days.

**How strange it seems that every-  
body  
Knoweth well just what to do....  
Knoweth well of some elixir  
That's a "knock out" for the "flu."  
Yet we find investigators,  
Aged men and men of youth,**

**Toiling on in laboratories....  
Hunting still the hidden truth.**

Spraying grippal secretions about in  
street cars is another good way to spread  
influenza.

And the best place on earth to catch a  
bad cold is in the stale air of a hot room.  
The "common cold" is the common  
cause of the most of our physical indis-  
position and loss of time from work—but  
we are still in the dark regarding the com-  
mon cause of the common cold.

Do we "catch" it from the sneezing,  
coughing victim and, like the proverbial  
chain letter, "pass it to nine of our  
friends"? Or, do we "develop it"?

Is the human nostril the constant habi-  
tat of germs that cause colds, and is the  
wide prevalence of colds during cold  
weather due merely to microbial invasion of  
the susceptible people whose resistance  
have been lowered with the window?

Anyway, we know that the cold "cure"  
doesn't.

We know that prevention is better than  
cure and that when "colds" and "flu"  
are prevalent.....

**We should spend our days in nor-  
mally moist, well ventilated rooms,  
heated not higher than 68 degrees F.,  
and our nights as nearly out of doors  
as possible.**

We should substitute vacuum cleaning  
for careless; linen dusters for feather.

Except when necessary, we should avoid  
public gatherings.

**We should bathe daily, eat wisely  
but not too much, and exercise mod-  
erately, avoiding fatigue.**





## BABSON

(Continued from Page 2)

tions, transmission lines, etc., are necessary in order that the growing population may in the future be properly served. Unless this is understood by the general public, however, they may conclude, that the huge investment is altogether unwarranted, because current earnings may be relatively low.

"The holding company has come in for much criticism. There are, of course, some abuses. In some instances, holding companies have been formed where there was no economic use for them and where the sole incentive was profit for the promoters. On the other hand, the holding company when properly organized, does serve a vital economic requirement of the industry. The record of the large well-known public utility holding companies is one of the economies in financing, administration and in operation.

"Such savings in no small measure are being turned back to the public in form of lower rates. There can, of course, be no defense for some organizations that call themselves holding companies, but which are merely financial promotions whereby a number of widely scattered small concerns are nominally put under one management, but are actually receiving no benefits of any kind. Such promotions do more harm than anything else to the industry.

"One encouraging development among public utilities is the increasing financing by stock issues. In 1927, for example of the \$2,000,000,000 of new capital raised by our public utilities, gas, electricity, etc., over 37 per cent was raised by the sale of stock; 63 per cent was represented by long and short term bonds. The fact that this industry is able to raise so large a proportion by the sale of stock testifies to the credit rating that it now enjoys with the investment public. Furthermore, it shows that the big holding company is properly constituted in functioning economically, or else it would not be able to command so large a proportion of the nation's investment capital. It is estimated that public utilities now represent one-third of all the financing done by all kinds of corporations.

"A splendid future lies before the public utilities. New inventions are constantly bringing to light new uses for their services. The radio, television, refrigera-

## WHITON COMBINES BUSINESS AND VACATION

Henry Whiton, illuminating engineer, left September 13 for Toronto to attend the annual meeting of leaders of the illumination field. Following the convention, he planned to join Mrs. Whiton and their son, who are visiting Mrs. Whiton's folks near Boston, and spend several weeks with his family before returning to Beaumont.

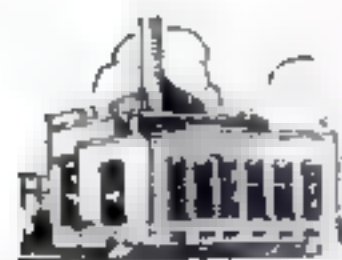
L. C. Singleton, superintendent, and Master Mechanic Henry Presslar are attending the annual convention of the American Electric Railway Association at Cleveland this month.

H. C. Presslar, master mechanic, has been appointed superintendent of the poultry show of the 1928 South Texas State Fair.

tion (both electric and gas) home heating, ultra-violet health machines are but a few of the great future sources of demand. However, I believe that the greatest opportunity that the public utility industry has today is in the field of human relations rather than in material things. The really big leaders in the utility business today are working toward this end. It was the late Judge Gary who said: 'The people have a right to know how the people's business is being carried on, and the more they know about it the better it will be. Big business like human life can not thrive in the dark'. The old mistaken notion that corporate affairs should be closely guarded has given way to the newer conception of the full and accurate information. The most progressive public utilities now are not only willing, but anxious, to give the public the whole story on their financial affairs. Some companies are still lagging in this respect, but they must soon fall into line. The industry as a whole is actuated by high ideals of public service."

The world bestows its big prizes both in money and honors for but one thing—and that is INITIATIVE.—Hubbard.





## SAME OLD SID VISITS US

With ten speed cops on his trail and a happy smile on his face, A. S. J. Steele, Jr., erstwhile purchasing agent, and family, blew into Beaumont recently for a short visit. Sid—the same old Sid—had but a couple of days to spare, but they were days of happy reunion with old comrades. He left after promising to come again and soon.

## BACK AGAIN

Julius and "Sister" DeBouy returned recently from a tour to the Rockies, very much to the surprise of friends familiar with Mr. DeBouy's brand of driving. Even Mrs. DeBouy admitted she did not know he was such a good driver. Not once, she assures us, did he attempt to drive up, or over, a cliff. Mr. DeBouy, when interviewed, advised against anyone making such a trip. "There is too much to see," he says. "Go some place where you have an even break to see all there is to see."

## MORE POLITICS

"I want land reform!" he shouted. "I want housing reform, I want educational reform, I want liquor reform, I want—"

"Chloroform," said a bored voice from the audience.

## JASPER

(Continued from Page 4)

Work of installing another unit here is well under way. At present we have only 330 h.p. in three units, which has a total generating capacity of 270 K. V. A. It will be a Fulton Diesel oil engine, 258 h.p., and will pull a 250 K.V.A. generator.

Mr. Wilkerson, assistant chief engineer of the Neches station, will oversee the mechanical work and assemble the engine. Mr. Black, of Beaumont is pouring the concrete. The new unit will be put in operation in October if work goes on according to schedule.

Getting ahead follows looking ahead—you can't arrive without planning and getting ready for success.

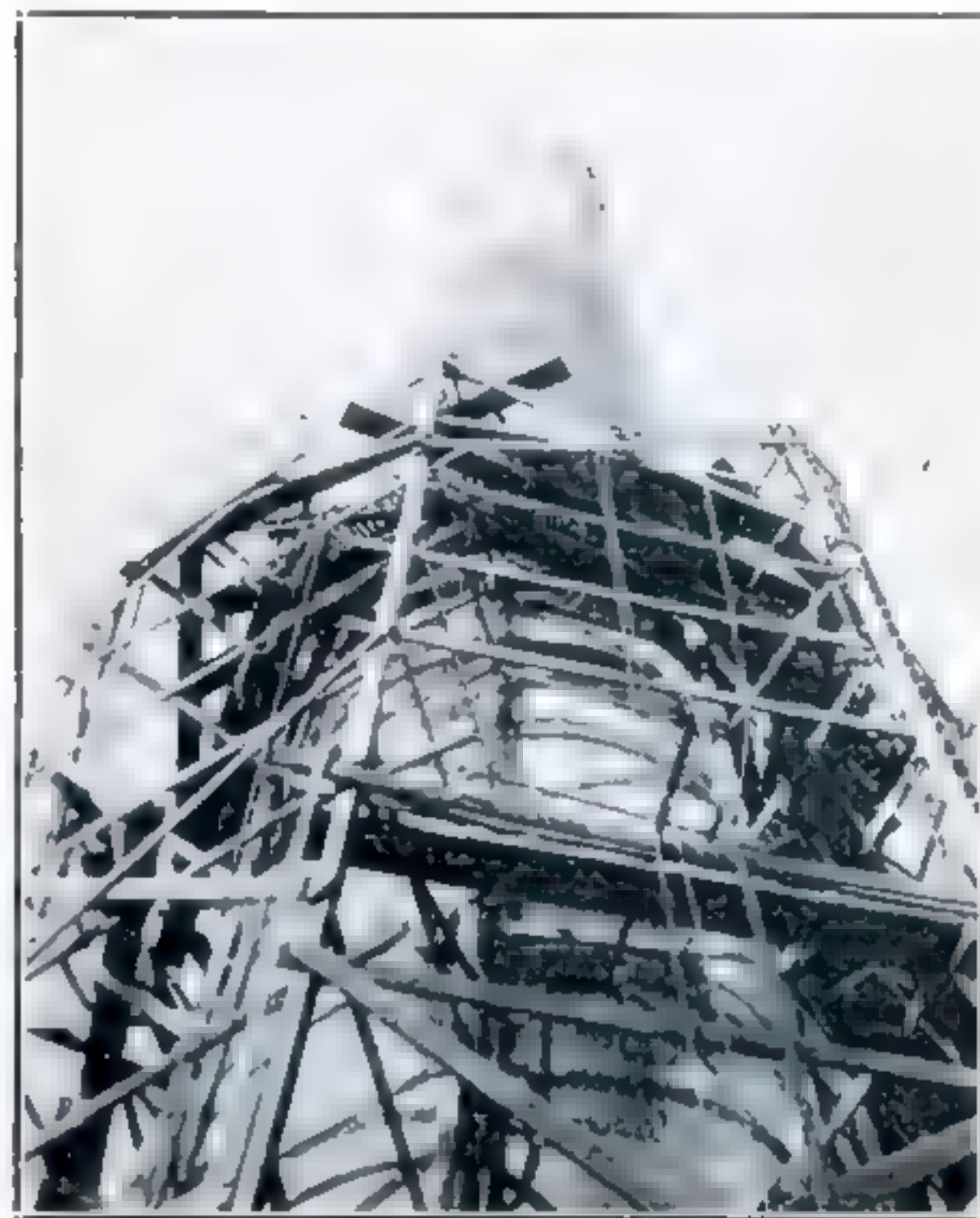
"How did you like Venice?"

"Only stayed a few days, the con-founded place was flooded."

The habit of sitting on the side lines will knock the best of them for a goal!

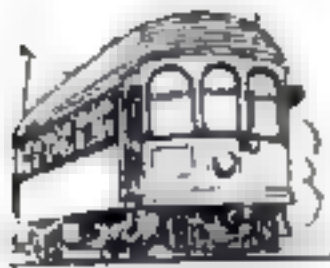
You intend to make good somewhere—why not make good where you are.

It isn't being licked that counts against you—it's staying licked!



Here's an excellent wormseye view of the Lakeside station stack at Port Arthur, undergoing repairs. The entire surface is being covered with two and one-half inches of concrete, or gunnite. The cement gun method, giving 75 per cent more strength than ordinary concrete, is being used by the Cement Gun Company, under direction of the Construction Division of Stone and Webster.





## NAVASOTA DIVISION

### ALVIN

At Alvin two fig preserving plants are operating on full time and a third plant will operate the latter part of the month.

Our fire main installation in Alvin will be completed about the middle of the month. Customers will be connected with the sewer system and we will add between fifty and fifty-five water customers when our system has been extended to connect with all sewers.

Contract for the building of a new high school in Alvin to cost \$51,000 has been let to Witte & Flemming of Houston.

The Alvin City Council has appointed Mayor W. C. Blair manager at \$150.00 per month, and this same body has asked for plans for a city hall building to include a fire station.

### BRYAN

The City of Bryan has begun a \$37,000 paving project, contract having been let to the firm of Denison & Stegall.

A group of local business men has been planning the operation of a line of buses between Bryan and College Station.

August 1, the City of Bryan reduced its rates approximately ten per cent, but has not published its new rates.

### CALDWELL

Twenty-six carloads of eggs were shipped out of Caldwell during the past seven months.

The brick work on the new First Baptist Church at Caldwell is nearing completion.

The Rita Oil & Gas Company which was prospecting for oil in the northern part of Burleson County struck gas in small quantities, abandoned the well and is seeking another location.

### BREMOND

In order to prepare for operation of the Sowma and Brantner gin at Bremond, three 100 KVA transformers were installed at Calvert while three 37½ KVA transformers were moved to the gin.

## CLEVELAND

At Cleveland the 100 h.p. oil engine was dismantled and moved to Somerville for installation there as soon as high line service was obtained in Cleveland.

The Lone Star Gravel Company has increased its output to twelve cars daily. The Atlantic Pipe Line Company has purchased forty acres of land a mile north of Cleveland on Highway No. 35 to be used as location for a tank farm and pipe line pumping station.

A new frame Christian Church has just been completed and a six story strick business building costing about \$6,000 is under construction.

Several oil companies are preparing to drill in the Davis Hill country between Cleveland and Dayton, and about ten miles from Cleveland.

## CONROE

Since the Magnolia Pipe Line Station at Conroe came on the high line, a residence is being erected for the Chief Engineer to whom we have sold a General Electric refrigerator.

The box factory at Conroe at which an electric test was made last month with a 25 h.p. motor has added other motor equipment bringing the load up to 108 h.p. with an estimated consumption of approximately 25,000 Kw-h per month.

A new thirty-five room boarding house, garage and three residences are being constructed in Conroe.

We have obtained from the Missouri Pacific Lines an order to install four 250 C.P. series street lighting at their crossing.

The town of Montgomery now has fifty-eight customers on our line, of whom seven are using General Electric refrigerators while two drug stores have Frigidaire cabinets. It is estimated that 3,000 bales of cotton will be ginned at Montgomery.

The same amount of cotton is expected at Willis. There are ninety-two customers on our lines in Willis now.





## FRANKLIN

Franklin now has twenty-eight electric ranges in operation and one General Electric refrigerator, besides a number of commercial refrigerating units.

In the City of Franklin the First State Bank has let a contract for erection of a new bronze brick building to be trimmed with stone. The Scott building is being remodeled for a new grocery store.

## GROVETON

The Dixie Creamery Company at Groveton has completed its building but machinery has not yet been installed. A new "M" system cash store has been opened.

## HEMPSTEAD

Hempstead has just completed a new school building for negroes which is to be occupied at the next semester in September.

The Humble Company brought in another gas well close to Hempstead during the latter part of July.

## HUNTSVILLE

The State Highway Commission has approved the paving of State Highway No. 45 in Walker County from Huntsville to the Grimes County line, a distance of seventeen miles. Upon completion of this work which is expected within sixty days Walker County will have three hard surfaced roads leading out of Huntsville in three different directions, one to the Montgomery County line, another to the Madison County line and this third one to Grimes County.

A formal opening of the company's new office was held on July 17, and was attended by several hundred persons.

## KOSSE

The ice business in Kosse shows a considerable improvement over 1927, because of arrangements made with Mr. Cooper to handle all retail deliveries and to purchase his ice from our plant at Calvert instead of buying it at Waco.

## MADISONVILLE

The Madisonville ice business for July shows an increase of \$700 over June. A new customer who trucks ice to Centerville was obtained.

Two new brick buildings, one a residence and the other a garage are under construction in Madisonville.

## NORMANGEE

The farmers at Normangee shipped thirty cars of watermelons to northern markets and received a fair price therefor.

With the coming of the high line all of this territory is expected to show considerable increase in the electric department. The service heretofore given was not so dependable and consequently it was difficult to sell appliances.

A new dry goods store is opening in Normangee.

The town of Iola, which is now receiving high line service, has twenty-four customers. One business house has installed seven ceiling fans. Arrangements are being made to install at 15 h.p. motor at the water works and other customers will be obtained soon.

## NAVASOTA

Martin Allen has reopened Longmier's Market in Navasota, which closed last month through failure. Plans have been made to pave two streets here, so that the State Highway leading into town from Houston and continuing through the city on toward Bryan will be paved all the way through Navasota.

Three cotton gins here have been connected for electric operation and two of them are already ginning cotton.

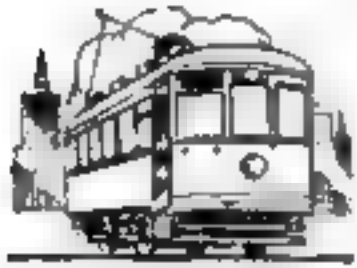
The Chevrolet Agency here has changed hands and plans are being made for lighting up the sales room as well as the filling station.

Mrs. Crittenden has opened a new drug store and sandwich shop on the King of Trails and Church Street. This is a new concrete building. Effective lighting fixtures have been installed, and indications are that this will prove a very satisfactory location.

The First National Bank has repainted the exterior of its building and installed new metal awning.

The Chamber of Commerce has appointed a committee to meet with the State





Railroad Commission for the purpose of obtaining lower rates on cotton shipments to Houston. As the railroads favor this reduction it will probably be granted.

## SOMERVILLE

Ginning of cotton in Somerville started the latter part of July.

The new city sewerage disposal plant has been completed and the entire sewerage system will be completed the first part of September.

## TRINITY

At Trinity J. M. Danner, Vice-President of the W. B. T. & S. Railroad Company states that arrangements have been made for construction to start within the next ninety days on the new road to connect Waco and Port Arthur. The Division Office and shops will be located in Trinity.

Several old houses were wired during the month.

The new \$80,000.00 school building, a new Methodist Church, a general merchandise store and garage, all of brick are nearing completion. Another general merchandise store is to be started soon. Mr. J. E. Love is building a new residence which he plans to equip electrically throughout.

The electric load at Trinity has increased so much during the past four months that it is a hard pull to carry the full load on this plant. The high line is badly needed as quickly as it can be obtained.

## PERSONNEL

The following changes in personnel are being made in the Navasota Division during August:

Mr. W. T. Thagard, District Representative for Groveton and Trinity, becomes Superintendent at Groveton, succeeding J. D. Bullington. Mr. Thagard will also take care of District Representative duties.

Mr. J. A. Outlaw, Superintendent at Trinity, will continue in that capacity and also take care of the District Representative duties.

Mr. Gager will assume the duties of Superintendent at Franklin on August 15 and will also take care of the District Representative work. He succeeds Mr. G. B. Williams who has been Superintendent there for some time.

Mr. A. R. Wilson, District Representative at Calvert, will assume the duties as Cashier, succeeding Miss Ethel Dean, resigned.

Mr. L. Goodwin has assumed the duties as District Representative for Calvert and Bremond.

Mr. L. T. Guenzel, Superintendent at Kosse, will continue in that capacity, also assume the District Representative duties there.

Mr. E. W. Walker has been appointed Company Representative at Shiro, to assume all duties in addition to high line work. Mr. Cash has been appointed representative at Normangee to look after the work there. Mr. Daniels is to look after high line work out of Conroe.

Mr. A. B. Wilson has been appointed assistant to Mr. C. V. Merriam at Huntsville, especially in the operation of high lines.

Mr. W. C. Saddler, Cashier at Conroe, succeeds Mr. Egbert Henry at Navasota, who has been transferred to the Auditing Department at Beaumont.

Mr. C. L. Jordan has been appointed Cashier at Huntsville to succeed Mr. Stovall who resigned.

Lieutenant (just hawled out by captain)—“Not a man in this company will be given liberty this afternoon.”

Voice—“Give me liberty or give me death.”

Lieutenant—“Who said that?”

Voice—“Patrick Henry.”

Where one man fails through lack of brains and ability, ninety-nine fail through lack of effort.

The more we know and the more we tell, the more we'll sell.





## AN EDITORIAL

To editorialize, or not to editorialize is a question that often confronts us. Ordinarily we avoid it for unless one is careful what starts out to be an editorial becomes a sermon.

But here we violate our usual rule and we will leave to you the question of whether what we have to say is justifiable.

We were coming to work on a Park street car the other morning. There were some thirty or forty other persons on the car. The Operator was doing a good job of making up time. That is he was hitting the high spots, but he was alert and making generous use of his bell.

Suddenly he bore down with even more vigor on the gong. Naturally, we passengers looked ahead to discover the reason. We held our breath as we saw what was happening. An automobile was swinging out into the tracks ahead, racing to beat our street car around a big truck.

Our Operator applied the brakes. The driver of the automobile swung toward the curb to safety, with but a scant few inches to spare laughing triumphantly, or derisively. We breathed a sigh of relief.

Which is only the beginning of the story.

The operator of the automobile was AN EMPLOYEE OF GULF STATES UTILITIES COMPANY. The car he was driving was the property of the Gulf States Utilities Company. The monogram of the company was conspicuously displayed on the side of the car, for all of the passengers in that street car to see.

It was one of the most flagrant cases of "bluffing the Operator" we have ever been privileged to witness.

But we are not going to sermonize. You can draw your own conclusions.

We will say this, however:

It is fortunate for that driver that the people in the street car could not lay hands on him that morning. He would have been treated rather roughly. And we, personally, would have helped apply the black eyes so richly deserved. We would have helped not *despite* the fact that he worked for our company, but because he worked for our company.

## POWER PLANT

H. R. Sharpless, Superintendent of Production, spent a week's vacation golfing in Houston and Dallas. Incidentally, while in Dallas he attended a meeting of the Prime Movers Committee of N. E. L. A., of which he is a member.

O. K. Board, Chief Load Dispatcher, spent two weeks touring West Texas and Mexico.

Mr. and Mrs. J. Kirby Jones spent a week in Kansas City.



## ALL ELECTRIC

Dr. Holloman of Calvert is mighty proud of his new home and has reason to be. The pretty little place is modern throughout—and that means that he has taken full advantage of our service and installed electric equipment.





## FINE SAFETY RECORD

The best record for safe operation of cars, buses and interurbans in more than six years was set by the operators of Beaumont lines and the interurban during August, according to Safety Director Jack Reidy.

There were eight "no accident" days during the month! And the total number of accidents was only 54, most of them of a very minor nature. During August the cars and buses and interurbans operated a total of 156,000 miles, approximately. This total is ten under the total number of accidents during any month during the past two years, according to Mr. Reidy.

Port Arthur operators also turned in a fine record for the month, their total being 18 accidents, which is nine under the previous month. And Port Arthur cars and buses operated more than 70,000 miles.

Mother—"Your brother is home from college."

Johnnie—"I know it. My bank don't rattle any more."

## WESTWARD HO!

It's a great life if you don't weaken say Tom and Kitty Keiller who have returned from a vacation out where men are, etc. These snaps were taken at the Carlsbad Caves in New Mexico, one of the interesting places visited in some several thousand miles of touring.

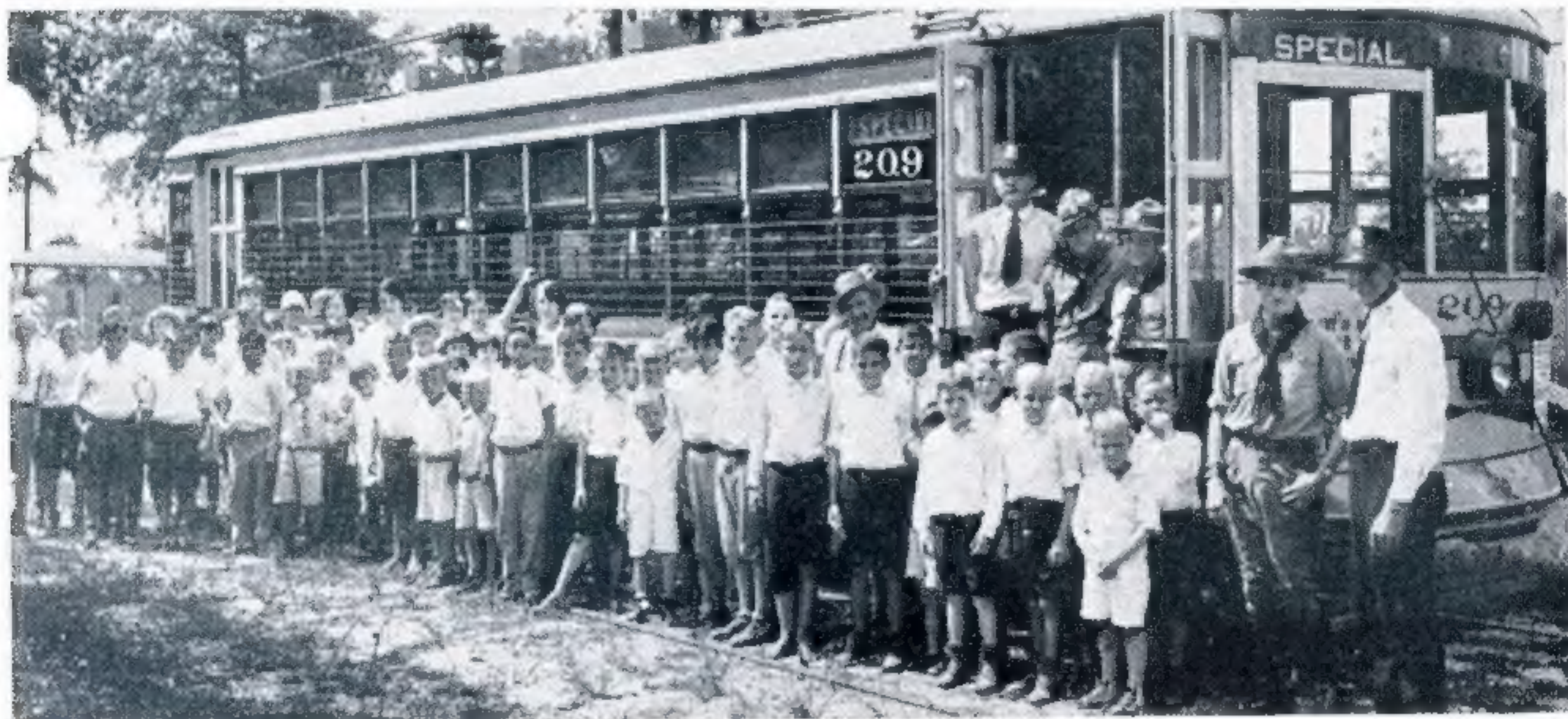


## Tin is Tin

A young man who had taken his Ford out on a cold wintry day was covering the engine with a blanket.

Little Boy (looking on)—"Don't cover it up, mister, I saw what it was."

When a salesman takes "time out," he is money out.



## WHEN THE CIRCUS COMES TO TOWN

When the circus comes to town it's our privilege to deliver this happy bunch of kids to the scene of the Big Top. They are the Beaumont Day Nursery children and they travel by special car. The picture was taken as they arrived at the Fair Grounds for the Barnes Circus. We supply the car free of charge each year for their party, which is arranged by Postmaster Ledwidge.





## THE LAUGH PAGE

### Playin' "500"

Doctor—"What did you operate on Jones for?"

Surgeon—"Five hundred dollars."

Doctor—"No, I mean what did he have?"

Surgeon—"Five hundred dollars."

Auto Tourist—"I clearly had the right of way when this man ran into me, and yet you say I was to blame."

Officer—"You certainly were."

Autoist—"Why?"

Officer—"Because his father is mayor, his brother is chief of police and I go with his sister."

### Glowing Language

"How is your son getting on at college?"

"He must be doing pretty well in language. I have just paid for three courses, \$10 for Latin, \$10 for Greek and \$100 for Scotch."

### Sure Enough Dark

"I'm all in the dark about how these bills are to be paid," said Mr. Hardup to his wife.

"Well, Henry," said she, as she pulled out one and laid it on the top of the pile, "you will be if you don't pay that one, for it's the electric bill."

### A Model Provider

Question—"Is your husband much of a provider, Malindy?"

Answer—"He ain't nothing else, ma'am. He's gwine get some new furniture providin' he gets the money; he's gwine to get the money providin' he goes to work; he's gwine to work providin' the job suits him. I never see such a providin' man in all mah days."

### Wrong Connection

Mistress—"So your matrimonial life was very unhappy. What was the trouble, December wedded to May?"

Chloe Johnson—"Lan' sake, no mam! it was Labor Day wedded to the Day of Rest."

### Not That Kind

A dentist says that he had an absent-minded motorist in his chair the other day. "Will you take gas?" he asked.

"Yeah," replied the absent-minded patient, "and you'd better look at the oil, too."

### A Good Proposition

A black hand letter addressed to a wealthy man demanded \$25,000 otherwise they would kidnap his wife. Through error the missive was delivered to a poor laborer by the same name, who replied, "I ain't got no money, but I'm interested in your proposition."

### What Price Smokes

A man went to his doctor and requested treatment for his ankle. After a careful examination, the doctor inquired, "How long have you been going about like this?"

"Two weeks."

"Why, man, your ankle is broken! How you managed to get around is a marvel. Why didn't you come to me at first?"

"Well, doctor, every time I say anything is wrong with me, my wife declares I'll have to stop smoking."

### Pure Swiss

Short-sighted Lady (in grocery)—"Is that the head cheese over there?"

Salesman—"No, ma'am, that's on of his assistants."



BECAUSE ACTION INVITES INTEREST, PEOPLE LIKE TO PATRONIZE THOSE PLACES WHERE THEIR BUSINESS IS TAKEN CARE OF WITH DISPATCH AS WELL AS ACCURACY.

